

Dear International Partner,

We are glad to invite you to the

INTERNATIONAL WEEK
held between April 25-30, 2022
at the University of Economics in Katowice, Poland

The general theme of the week is:

Internet Communication Management

The purpose of the event is to enhance international collaboration with our partners primarily in the field of teaching and learning. It will also be an opportunity for meeting and networking.

The topics proposed are interdisciplinary and suitable for both Polish and international students studying at our university in various programmes at the faculties of Informatics and Communication, Management, Economics, and Finance and Insurance. Hence, the lecture content can be either tailored to the needs of a highly specialized group or suited to a wider audience consisting of students of various specialisations.

The foreign lecturers will be asked to deliver a series of lectures (8 or 16 academic hours) to one student group in their respective field. The courses' proposals are in the table. The content of the proposed lectures does not have to be limited to the specific topics listed below, as long as it reflects the general theme of the week. Anyway, the proposed course should be original and unique, and not included in the mandatory course lists at any university.

The thematic list covers the following topics in two categories:

Management & Marketing	Information Communication Technologies
Cross Culture Business Communication; Marketing Activities & Quality; e-Citizenship; Marketing Communication Online; e-Promotion & e-Communication; Economics & Management Science Challenges; Ambient Marketing Creative Skills Development and Implementation; Social Networking; Strategy Business Games; Multimedia Design; Content Management & Digital Rights Management; Data Science & Data Governance; Industry 4.0; Decision Making in Distributed Environment; Management 3.0;	Artificial Intelligence for Business and Services; Smart City; Introduction to Cybersecurity; Information Processing & Data Science Technology; Business Modelling; Business Information System Design; Cloud Computing; Information Technology Management; Search Engine Marketing ; Information Retrieval; Knowledge Engineering; Blockchain Applications; Logistics Information Systems; Ambient Technologies; Internet of Things;

Prospective participants are asked to discuss their topics with the academic coordinator of the International Week:

Prof. Małgorzata Pańkowska

Faculty of Informatics and Communication

Tel: +48 32 257 7292, mobile: +48 601 155 460, fax: +48 32 257 7200

E-mail: pank@ue.katowice.pl

Please note that lectures and classes need to be delivered in English. However, we leave the choice of teaching methods to the lecturers. Those could be classic lectures, workshops, discussions, projects and/or students' presentations, etc.

We would like to invite the teachers to stay with us for the five days between Monday and Friday. Besides teaching, the programme will comprise other activities, including the Scientific Conference, meetings with teaching staff and networking as well as a number of social activities.

Located close to the University:

[Ibis Budget Hotel](#)

[Novotel Katowice Centrum](#)

(if you choose this hotel, we send you information about a discounted price)

[Qubus Hotel Prestige Katowice](#)

[Hotel Diament Plaza Katowice](#)

[Hotel Diament Spodek](#)

[Quality Silesian Hotel](#)

[Economy Silesian Hotel](#)

[Hotel Katowice single](#)

[EuroResidence Apartament Home](#)

Please find enclosed a separate file with the registration form and the programme draft. We kindly ask you to fill in the registration form and send it by e-mail to pank@ue.katowice.pl by **15th of January 2022.**

Please feel free to forward a copy of this invitation to your colleagues at your university.

We are very much looking forward to seeing you in Katowice!

Contacts:

Prof. Małgorzata Pańkowska, Academic Coordinator of the International Week:

pank@ue.katowice.pl, tel: +48 32 257 7292

Erasmus office/International Relations, erasmus@ue.katowice.pl tel. +48 32 257 7124 (Erasmus Mobility Agreements, scholarship possibilities)

See us on <http://www.intweek.ue.katowice.pl>